

1995 COMMUNITY EVENT MARKETING

Mission

Community Event Marketing's mission is to continue to build brand equity over an extended period of time. Our focus will be to identify events where we can maximize name generation opportunity while extending brand visibility throughout the event venue and marketplace.

Overview

Since 1989, Community Event Marketing has provided the Marlboro/Benson & Hedges' Brand group presence in community events which offer non-traditional marketing vehicles.

In 1994, Community Event Marketing achieved its objective of executing 53 events:

<u>Marlboro</u>	<u>Benson & Hedges (32%)</u>
2 Asian	1 Hispanic
15 Hispanic	15 African American
19 General Market	
1 Native American	

These events delivered an approximate reach of 17 million consumers (14.9 Marlboro and 2.1 Benson & Hedges). Through these events, Community Event Marketing provided brand visibility, on-site pack sales and name generation opportunities in high attended, local grassroot and state-wide regional events.

To date with 43 events completed, this combination of events has yielded 95,376 names and sold 5,588,100 units. Although name generation has fallen off over 93, we are reaching true smokers due to the distribution of lighters only.

Unit sales will exceed 93's total due to the retail ties with Calle Ocho and the military concert at Fort Bliss. Combined, these events yielded more than 2.5 million units. These retail extensions allow Marlboro to leverage sponsorship dollars invested at major events.

In 1995, Community Marketing will focus on events in key brand markets where our brands can continue to capitalize on high attendance levels. On-site activities will deliver ownership of the event for the brands while capitalizing on name generation and on-site unit sales.

We will also continue to either create themed interactive activities or sponsorship of a major concert which would be leveraged at retail or through bar nights.

In order to heighten brand awareness on-site, we recommend requisitioning additional custom-made tents and kiosks fully equipped and functional to meet our on-site needs. Locations will be viewed to deliver maximum penetration throughout the event site.

The quality of branded incentives will be tailored to the sponsorship theme. Lighters will continue to be utilized for name generation, but in regards to unit sales incentives, they will be upgraded in order to entice multiple pack purchases. The product mix will be contingent on the demographic of the event.

Objective

- Increase brand awareness and visibility by sponsoring major events in key ethnic markets;

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- Produce additional on-site name generation locations;
- Obtain leadership position through tobacco exclusivity;
- Leverage event sponsorship through minority advertising support; and,
- Leverage on-site pack sale location to capitalize on incremental unit sales.

Strategies

- Identify quality, dynamic highly attended events which appeal to the brand's demographics;
- Produce high quality branded incentives to complement incremental unit sales;
- Leverage branded themes, such as Marlboro Music, Club Benson & Hedges and Marlboro County Nights Dance Showdown;
- Requisition additional custom made tents/kiosks with full functional merchandising hardware; and,
- Work with Brand group and Trade Marketing in order to effectively leverage signature community event via retail support.

Elements

Marlboro Community Event Marketing will focus on increasing its event participation within the Hispanic markets. 60% of the calendared events will consist of reach Hispanic consumers. The balance of the scheduled events will consist of Asian Americans, Native American and general market sponsorships.

On-site activities objective is to maximize tent/kiosk location in order to extend consumer reach. Specific events will complement our sponsorship through presentation of a Marlboro Music concert. These events will also be leveraged via a retail application.

Benson & Hedges

Event sponsorships will consist of opportunities within the brand's key market list. The calendared event schedule will call for 60% African American reach with the balance yielding consumer contact at major Hispanic and general market events.

On-site presence needs to be addressed and the suggested exhibit look recommendation is to focus on the empathy advertising campaign. Name generation locations will increase in order to maximize our consumer base reach.

On-site pack sales have proven itself to be non-attractive to African American consumers. It is our recommendation to conduct switching sampling activities at these events. Hispanic events continue to yield good unit sales levels.

Event Schedule

The recommendation for 1995 is to participate at a total of 95 events. The breakdown is as follows:

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Marlboro

2 Asian
2 Native American
28 General Market
38 Hispanic

Benson & Hedges

20 African American
5 Hispanic

Our attendance reach combined will consist of 18,500,000, (Marlboro - 16,244,500 / Benson & Hedges - 2,275,500).

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